

BRAND VISION STATEMENT

Now, consolidate what you wrote into the following format.

First the Current Status:

Move my brand **from** (insert from your SWOT assessment: strengths & weaknesses)...

Plus, the desired future status:

...**To** being a brand that (insert goal and/or purpose)...

...**By** (insert your strategy)...

...(add a compelling **Why** you do this at the end).

(See side bar for an example)

Move

from

to being a brand that

by

(why)

Great Brand Vision Statements describe where you are moving from, where you are going to, and by what means you are getting there. The best visions are inspirational, clear, memorable, and concise.

Example

Lego's could be something like:

Move Legos **from** being the third-largest global toy manufacturer **to** being a brand that invents the future of play, **by** transforming the way that learning takes place **(why)** to inspire and develop the builders of tomorrow.

Vision Statements

Lego: 'Inventing the future of play' We want to pioneer new ways of playing, play materials, and the business models of play—leveraging globalization and digitalization...it is not just about products, it is about realizing the human possibility.

Habitat for Humanity: A world where everyone has a decent place to live.

San Diego Zoo: To become a world leader at connecting people to wildlife and conservation.

Cleveland Clinic: Striving to be the world's leader in patient experience, clinical outcomes, research, and education.